

### **AMENDMENTS TO THE CLAIMS**

Please amend claims 1, 8, 15-17, 30, and 44-45 as follows.

The following is a complete list of all claims in this application.

1. (Currently Amended) A method for the automated generation of aggregate creatives, comprising the steps of:
  - receiving an aggregate creative definition;
  - constructing a container in accordance with the aggregate creative definition;
  - receiving a plurality of subcreatives associated with the aggregate creative definition for selective combination with the container;
  - assembling automatically a plurality of aggregate creative forms, including operating, by a computer, the aggregate creative definition ~~to programmatically assemble a plurality of aggregate creative forms~~, each of the plurality of aggregate creative forms comprising at least one computer-directed combination of a computer-selected subcreative from the plurality of subcreatives with the container; and
  - storing the plurality of aggregate creative forms for transmission to users on an electronic network.
2. (Original) The method of claim 1 wherein the aggregate creative definition is selected from the group comprising templates, data files and software programs.
3. (Original) The method of claim 1 wherein each of the plurality of subcreatives comprises at least one of the group comprising text, a graphic and a hyperlink.
4. (Original) The method of claim 1 wherein each of the plurality of subcreatives is associated with at least one pool of subcreatives.
5. (Original) The method of claim 1 wherein the step of operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms includes the step of rotating the selection of subcreatives within the plurality of aggregate creative forms.

6. (Original) The method of claim 5 wherein the step of rotating is performed with weighting of selected subcreatives.
7. (Original) The method of claim 5 wherein the step of rotating is performed with constraints on the selection of the plurality of subcreatives.
8. (Currently Amended) A system for the automated generation of aggregate creatives, comprising:
  - a processor;
  - a memory connected to the processor and storing instructions to control the operation of the processor to perform the steps of
    - receiving an aggregate creative definition;
    - constructing a container in accordance with the aggregate creative definition;
    - receiving a plurality of subcreatives associated with the aggregate creative definition for selective combination with the container;
    - assembling automatically a plurality of aggregate creative forms, including
  - operating, by a computer, the aggregate creative definition to ~~programmatically assemble a plurality of aggregate creative forms~~, each of the plurality of aggregate creative forms comprising at least one computer-directed combination of a computer-selected subcreative from the plurality of subcreatives with the container; and
  - storing the plurality of aggregate creative forms for transmission to users on an electronic network.
9. (Original) The system of claim 8 wherein the aggregate creative definition is selected from the group comprising templates, data files and software programs.
10. (Original) The system of claim 8 wherein each of the plurality of subcreatives comprises at least one of the group comprising text, a graphic and a hyperlink.
11. (Original) The system of claim 8 wherein each of the plurality of subcreatives is associated with at least one pool of subcreatives.

12. (Original) The system of claim 8 wherein the step of operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms includes the step of rotating the selection of subcreatives within the plurality of aggregate creative forms.

13. (Original) The system of claim 12 wherein the step of rotating is performed with weighting of selected subcreatives.

14. (Original) The system of claim 12 wherein the step of rotating is performed with constraints on the selection of the plurality of subcreatives.

15. (Currently Amended) A system for the automated generation of aggregate creatives, comprising:

means for the receiving an aggregate creative definition;

means for constructing a container in accordance with the aggregate creative definition;

means for receiving a plurality of subcreatives associated with the aggregate creative definition for selective combination with the container;

means for assembling automatically a plurality of aggregate creative forms, including means for operating, by a computer, the aggregate creative definition to programmatically assemble a plurality of aggregate creative forms, each of the plurality of aggregate creative forms comprising at least one computer-directed combination of a computer-selected subcreative from the plurality of subcreatives with the container; and

means for storing the plurality of aggregate creative forms for transmission to users on an electronic network.

16. (Currently Amended) A program product comprising a storage device containing instructions operable on a computer for the automated generation of aggregate creatives, the instructions operable with the computer to perform the steps of:

receiving an aggregate creative definition;

constructing a container in accordance with the aggregate creative definition;  
receiving a plurality of subcreatives associated with the aggregate creative definition for selective combination with the container;  
assembling automatically a plurality of aggregate creative forms, including  
operating, by a computer, the aggregate creative definition ~~to programmatically assemble a plurality of aggregate creative forms~~, each of the plurality of aggregate creative forms comprising at least one computer-directed combination of a computer-selected subcreative from the plurality of subcreatives with the container; and  
storing the plurality of aggregate creative forms for transmission to users on an electronic network.

17. (Currently Amended) A method for serving aggregate creatives with an advertising system, comprising the steps of:

receiving an aggregate creative definition for assembling an aggregate creative;  
receiving a plurality of subcreatives for selective combination with the aggregate creative definition;

assembling automatically a plurality of computer-determined aggregate creative forms, including operating, by a computer, the aggregate creative definition ~~to programmatically assemble a plurality of aggregate creative forms~~;

storing the plurality of aggregate creative forms;  
storing a plurality of non-aggregate creatives; and  
operating the advertising system to select one of the plurality of aggregate creative forms or one of the plurality of non-aggregate creatives for transmission to a viewer.

18. (Previously Presented) The method in accordance with claim 17 and further including the step of transmitting the selected one of the plurality of aggregate creative forms or one of the plurality of non-aggregate creatives to the viewer over an electronic network.

19. (Previously Presented) The method in accordance with claim 18 wherein the electronic network is the Internet.
20. (Previously Presented) The method in accordance with claim 17 and further including the step of periodically repeating the step of operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms in accordance with a predefined plan of rotation of said plurality of subcreatives.
21. (Previously Presented) The method in accordance with claim 17 and further including the step of periodically repeating the step of operating the advertising system to select one of the plurality of aggregate creative forms and non-aggregate creatives in accordance with a predefined rotation plan.
22. (Previously Presented) The method in accordance with claim 20 wherein the subcreatives selected for inclusion in the aggregate creative forms are selected in accordance with a first weighting and the aggregate creative forms selected for transmission to a viewer are selected in accordance with a second weighting.
23. (Previously Presented) The method in accordance with claim 20 wherein the subcreatives selected for inclusion in the aggregate creative forms are selected in accordance with a first constraint and the aggregate creative forms selected for transmission to a viewer are selected in accordance with a second constraint.
24. (Previously Presented) The method of claim 17 wherein the aggregate creative definition is selected from the group comprising templates, data files and software programs.
25. (Previously Presented) The method of claim 17 wherein each of the plurality of subcreatives is selected from the group comprising text, a graphic and a hyperlink.
26. (Previously Presented) The method of claim 17 wherein each of the plurality of subcreatives is associated with at least one pool of subcreatives.

27. (Previously Presented) The method of claim 17 wherein the step of operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms includes the step of rotating the selection of subcreatives within the plurality of aggregate creative forms.

28. (Previously Presented) The method of claim 27 wherein the step of rotating is performed with weighting of selected subcreatives.

29. (Previously Presented) The method of claim 27 wherein the step of rotating is performed with constraints on the selection of the plurality of subcreatives.

30. (Currently Amended) A system for serving aggregate creatives with an advertising system, comprising:

a processor;

a memory connected to the processor and storing instructions to control the operation of the processor to perform the steps of

receiving an aggregate creative definition for assembling an aggregate creative;

receiving a plurality of subcreatives for selective combination with the aggregate creative definition;

assembling automatically a plurality of computer-determined aggregate creative forms, including operating, by a computer, the aggregate creative definition to  
~~programmatically assemble a plurality of aggregate creative forms;~~

storing the plurality of aggregate creative forms;

storing a plurality of non-aggregate creatives; and

operating the advertising system to select one of the plurality of aggregate creative forms or one of the plurality of non-aggregate creatives for transmission to a viewer.

31. (Original) The system of claim 30 and further including the step of transmitting the selected one of the plurality of aggregate creative forms or one of the plurality of non-aggregate creatives to the viewer over an electronic network.

32. (Previously Presented) The system of claim 31 wherein the electronic network is the Internet.
33. (Original) The system of claim 30 and further including the step of periodically repeating the step of operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms in accordance with a predefined plan of rotation of said plurality of subcreatives.
34. (Original) The system of claim 30 and further including the step of periodically repeating the step of operating the advertising system to select one of the plurality of aggregate creative forms and non-aggregate creatives in accordance with a predefined rotation plan.
35. (Previously Presented) The system of claim 33 wherein the subcreatives selected for inclusion in the aggregate creative forms are selected in accordance with a first weighting and the aggregate creative forms selected for transmission to a view are selected in accordance with a second weighting.
36. (Previously Presented) The system of claim 33 wherein the subcreatives selected for inclusion in the aggregate creative forms are selected in accordance with a first constraint and the aggregate creative forms selected for transmission to a viewer are selected in accordance with a second constraint.
37. (Original) The system of claim 30 wherein the aggregate creative definition is selected from the group comprising templates, data files and software programs.
38. (Original) The system of claim 30 wherein each of the plurality of subcreatives is selected from the group comprising text, a graphic and a hyperlink.
39. (Original) The system of claim 30 wherein each of the plurality of subcreatives is associated with at least one pool of subcreatives.
40. (Original) The system of claim 39 wherein an aggregate creative is associated with a plurality of pools of subcreatives.

41. (Original) The system of claim 30 wherein the step of operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms includes the step of rotating the selection of subcreatives within the plurality of aggregate creative forms.

42. (Previously Presented) The system of claim 41 wherein the step of rotating is performed with weighting of selected subcreatives.

43. (Previously Presented) The system of claim 41 wherein the step of rotating is performed with constraints on the selection of the plurality of subcreatives.

44. (Currently Amended) A system for serving aggregate creatives with an advertising system, comprising:

means for receiving an aggregate creative definition fro assembling an aggregate creative;

means for receiving a plurality of subcreatives for selective combination with the aggregate creative definition;

means for assembling automatically a plurality of computer-determined aggregate creative forms, including means for operating, by a computer, the aggregate creative definition to programmatically assemble a plurality of aggregate creative forms;

means for storing the plurality of aggregate creative forms;

means for storing a plurality of non-aggregate creatives; and

means for operating the advertising system to select one of the plurality of aggregate creative forms or one of the plurality of non-aggregate creatives for transmission to a viewer.

45. (Currently Amended) A program product containing instructions operable on a computer to serve aggregate creatives with an advertising system, the instructions operating the computer to perform the steps of:

receiving an aggregate creative definition for assembling an aggregate creative;



receiving a plurality of subcreatives for selective combination with the aggregate creative definition;

assembling automatically a plurality of computer-determined aggregate creative forms, including operating, by a computer, the aggregate creative definition to ~~programmatically assemble a plurality of aggregate creative forms;~~

storing the plurality of aggregate creative forms;

storing a plurality of non-aggregate creatives; and

operating the advertising system to select one of the plurality of aggregate creative forms or one of the plurality of non-aggregate creatives for transmission to a viewer.